

ROC Communications Statement

The ROC Communications strategy is multi-dimensional and includes publishing in print and electronic formats, oral presentations in live meetings, conferences and symposia as well as web-based offerings.

Print publishing will have a layered tier approach. The ROC audience receives their technical information from a number of sources with varied formats. ROC written communications will be provided in formats appropriate for peer-reviewed scientific journal formats where appropriate as well as industry trade journal compositions, popular press articles and summary press releases. ROC research projects will be summarized on the ROC web site and generate a pdf white paper report in a scientific journal format which will be available for free download by members or for a fee by non-members.

ROC e-communications include the ROC website-based pdf white paper reports of all completed ROC research projects. The ROC will host a series of webinars to disseminate research results as well as informative webinars from experts in the topic area. ROC technical experts, both from the ROC Technical Advisory Committee and independently invited, will regularly contribute to a blog accessible through the ROC website.

Speaking engagements will be a cornerstone of the ROC communications strategy. The ROC will deliver oral presentations at prestigious regional and national industry gatherings and in addition the ROC will develop and contribute to regularly scheduled regional ROC member meetings where members, partners, advisors and invited experts will deliver timely seminar and round table presentations on topics of interest to the regional audience.